

Message Text

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SUBJ: STATE OF PENNSYLVANIA IOGA TRADE MISSION:
FOLLOW-UP

SUMMARY: PENNSYLVANIA MISSION WELL RECEIVED IN KUWAIT
THANKS TO INTERESTING PRODUCT LINES, ASSISTANCE FROM
INDUSTRIAL BANK OF KUWAIT AND CHAMBER OF COMMERCE AND
INDUSTRY, AND ADEQUATE TIME (THREE AND ONE HALF DAYS)
FOR VISIT. SEVERAL COMPANIES MADE SALES OF EQUIPMENT
AND APPOINTED AGENTS, BUT POST WILL NEED FOLLOWUP REPORTS
FROM MISSION TO DETERMINE APPROX. AMOUNT OF BUSINESS.
END SUMMARY.

1. PENNSYLVANIA MISSION HAD BENEFIT OF SOLID ADVANCE WORK
BY STATE OFFICIAL J. THOMAS ROGERS, THE BEST SO FAR OF ANY
IOGA MISSIONS TO VISIT KUWAIT IN PAST YEAR. COMPANIES
CHOSEN ALL HAD INTEREST FOR KUWAITI MARKET WITH ONE POSSIBLE
EXCEPTION. EMBASSY HAD DIFFICULTY ACCOMMODATING ALL LOCAL
COMPANIES WANTING TO SEE MISSION MEMBERS EVEN THOUGH
PENNSYLVANIA GAVE KUWAIT THREE AND ONE HALF WORKING DAYS,
ANOTHER RECORD FOR IOGAS HERE.

2. SCHEDULING OF TWO IOGA MISSIONS WITHIN 10 DAYS -- MARYLAND
WAS FIRST--HURT EFFORTS TO PREPARE FOR PENNSYLVANIA. POST
DID NOT RPT NOT HAVE ADEQUATE TIME TO EXAMINE COMPANIES AND
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DISCUSS THEIR CAPABILITIES AND INTERESTS WITH LOCAL OFFICIALS

AND BUSINESSMEN. MISSION BROCHURES AND SOME COMPANY LITERATURE DID NOT RPT NOT ARRIVE AND THIS ALSO HINDERED PREPARATION.

3. MISSION VISIT OFFICIALLY BEGAN WITH BRIEFING AND DIMYER FRIDAY EVENING AT COMMERCIAL OFFICER'S RESIDENCE. FIRST WORKDAY BEGAN WITH GROUP VISIT TO INDUSTRIAL BANK OF KUWAIT WHICH HAD EXPRESSED INTEREST IN JOINT VENTURES WITH SEVERAL COMPANIES ON MISSION. IBK OFFICBS ALSO PROVIDED VALUABLE LEADS TO COMPANIES INTERESTED ONLY IN SALE OF PRODUCTS. RECEPTION ATTENDED BY APPROX. 50 MEMBERS OF BUSINESS COMMUNITY HELD AT AMBASSADOR'S RESIDENCE SAME EVENING. REMAINDER OF SCHEDULE FILLED BY APPOINTMENTS WITH BUSINESSMEN AND GOK OFFICIALS. POST ATTEMPTED TO SCHEDULE AS MANY APPOINTMENTS WITH LOCAL COMPANIES AS POSSIBLE SINCE PRIVATE SECTOR HERE IS KEY TO DOING BUSINESS. SOME MISSION MEMBERS DISAGREED WITH THIS APPROACH AND WOULD HAVE PREFERRED DEVOTING FIRST DAY TO BACKGROUNDING AND BRIEFINGS BY EMBASSY OR GOVERNMENT OFFICIALS.

4. SEVERAL MISSION MEMBERS WERE SCHEDULED SEPARATELY WITH SAME LOCAL COMPANY SINCE MANY KUWAITI FIRMS DEAL IN WIDE RANGE OF PRODUCTS AND SERVICES. AFTER INITIAL APPOINTMENTS AND FIRST DAY DISCUSSION OF LOCAL FIRMS AMONG MISSION MEMBERS, SEVERAL REMAINING APPOINTMENTS WERE CANCELLED AS PENN. GROUP DETERMINED THESE LOCAL FIRMS WERE OF NO INTEREST FOR OTHERS IN GROUP. PENN. GROUP SUGGESTED THAT ONE APPOINTMENT BE MADE WITH LOCAL FIRM AND ALL MISSION MEMBERS BE REPRESENTED BY ONE MAN DURING THAT APPOINTMENT. THIS WAS FIRST TIME EMBASSY HAD EXPERIENCED THIS DEGREE OF COOPERATION AMONG COMPANIES ON TRADE MISSION. USUALLY TRADE MISSION MEMBERS PURSUE THEIR OWN INTERESTS BUT IN CASE OF PENNSYLVANIA, SEVERAL INDIVIDUALS TOOK ALONG BROCHURES OF OTHER FIRMS AND PERFORMED DOUBLE OR TRIPLE DUTY. ALTHOUGH THIS IDEA HAS MERIT FOR PLANNING FUTURE MISSIONS -- (IT MAKES SCHEDULING MUCH EASIER) WE DOUBT IT'S ACCEPTABILITY FOR TWO REASONS: 1) IF A KUWAITI COMPANY SAYS IT WANTS TO SEE A PARTICULAR MEMBER OF THE MISSION, IT DIFFICULT TO SEND REP FROM ANOTHER COMPANY WITHOUT LOSING SOME CREDIBILITY. 2) WE DOUBT IF U.S. FIRM CAN GET BEST POSSIBLE REPRESENTATION UNLESS IT SENDS PERSON BEST ACQUAINTED WITH ITS PRODUCTS. ONCE MISSION MEMBERS ARRIVED AND EXPLAINED THEIR INTERESTS THERE WAS UNCLASSIFIED

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CONSIDERABLE CHANGE IN SCHEDULE AS EMBASSY CANCELLED APPROX. 12 APPOINTMENTS AND SCHEDULED OTHERS. FORTUNATELY, LENGTH OF VISIT MADE THIS POSSIBLE.

5. RESULTS OF MISSION GROUP APPEAR TO BE AS FOLLOWS: TWO COMPANIES APPOINTED AGENTS AND DEVELOPED MARKETING PLANS FOR PRODUCTS; ONE OF THESE COMPANIES PLUS TWO OTHERS HAVE SOLD OR EXPECT TO SELL EQUIPMENT; TWO COMPANIES SOUGHT BY

INDUSTRIAL BANK FOR JOINT VENTURES BUT FIRMS NOT RPT NOT SURE THEY WILL PARTICIPATE IN FURTHER DISCUSSIONS. ONE FIRM DISCOVERED EXISTENCE OF AGENT FOR HIS FIRM PREVIOUSLY UNKNOWN TO HIM. POST LOOKS FORWARD TO RECEIVING REPORTS FROM PENN. MISSION ON RESULTS OF VISIT.

6. FOR BENEFIT OF FUTURE MISSIONS THESE POINTS SHOULD BE NOTED AGAIN: A) MISSION DIRECTORS SHOULD CHECK TO SEE IF ANY FIRMS ARE ALREADY REPRESENTED BY AGENTS. AS MENTIONED IN PARA 4, U.S. PARENT FIRM HAD AGREEMENT WITH LOCAL COMPANY SINCE 1969 WHICH WAS UNKNOWN TO MISSION MEMBER WHO REPRESENTED U.K. SUBSIDIARY. ONE OTHER FIRM ALSO HAD AGENT HERE. B) ALL RPT ALL BROCHURES SHOULD BE AIRPOUCHED NOT LESS THAN SIX WEEKS PRIOR TO START OF MISSION. C) IF FIRMS HAVE ALREADY DONE BUSINESS IN KUWAIT, AS WAS CASE WITH TWO PENN. IOGA FIRMS, REQUEST WE BE INFORMED OF THEIR CLIENTS TO ASSIST PREPARATION. FYI THESE FIRMS ARE NOT RPT NOT THOSE REPRESENTED BY AGENTS. END FYI.
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